Applicant(s): Tong et al. Filed: September 12, 2003 Sheet 1 of 3

Title: Methods and Systems for Improving a Search Ranking Using Population Information

Atty Dkt. # 53051/288305

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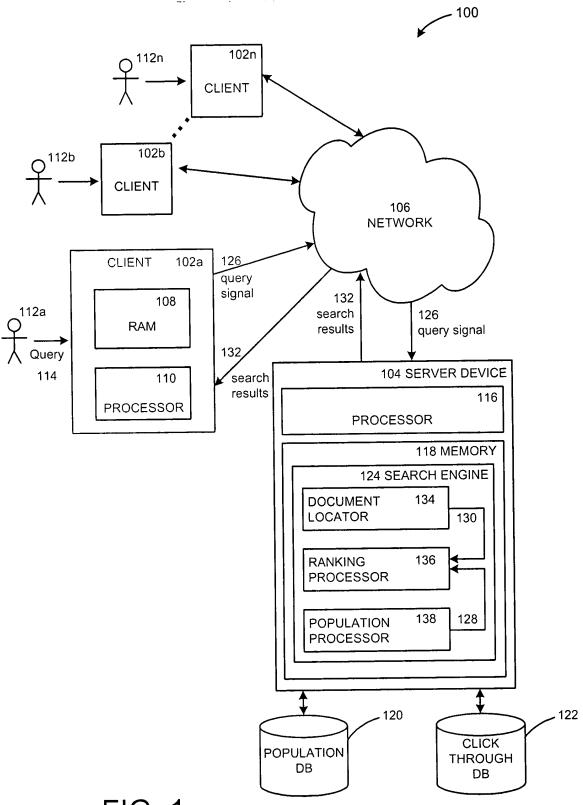


FIG. 1

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Ranking Using Population Information

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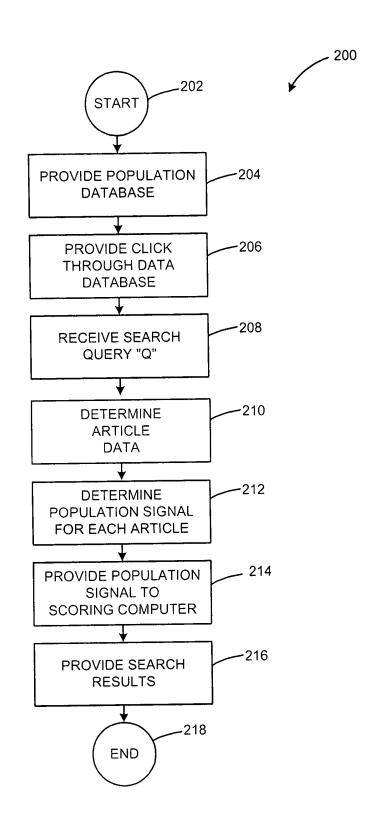


FIG. 2

Filed: September 12, 2003 Title: Methods and Systems for Improving a Search Ranking Using Population Information Atty Dkt. # 53051/288305 Atty: Christopher J. Chan Phone No. 404.815.6048 300 i = 1FIG. 3 - 212 j = 1 304 **DETERMINE POPULATION "P"** OF QUERYING USER 306 DETERMINE NUMBER OF DOCUMENTS = N FOR QUERY "Q" 308 DETERMINE NUMBER = M OF DOCUMENTS FOR ANALYSIS 310 **DETERMINE SMOOTHING FACTOR** 312 DETERMINE NUMBER OF SELECTIONS FOR DOCUMENT "i" BY POPULATION "P" FOR QUERY "Q" 314 DETERMINE NUMBER OF SELECTIONS ON DOCUMENT "i" FOR QUERY "Q" - 316 NO i = N? i = i + 1YES - 318 320 SUM NUMBER OF SELECTIONS ON DOCUMENTS "i" FOR POPULATION "P" FOR QUERY "Q" AND NUMBER OF SELECTIONS ON DOCUMENTS "i" FOR QUERY "Q" 322 332 -APPLY SMOOTHING FACTOR END 324 -334 DETERMINE NUMBER OF SELECTIONS ON DOCUMENT "j" j = j+1NO FOR QUERY "Q" 330 326 DETERMINE NUMBER OF SELECTIONS ON DOCUMENT "¡" YES j = M? FOR QUERY "Q" BY POPULATION "P" - 328 **DETERMINE POPULATION SIGNAL** FOR DOCUMENT "j"

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